

Message Text

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TAGS: BEXP, CH, HK

SUBJECT: PROPOSAL FOR CREATION OF PRC-MULTI-COUNTRY TRADE JOURNAL

1. MR STEVEN LEE OF THE HONG KONG SINO-COMMUNICATIONS COMPANY WHICH IS ADVERTISING REPRESENTATIVE FOR PRC-CONTROLLED TA KUNG PAO NEWSPAPER, HAS MET SEVERAL TIMES WITH CONGEN OFFICERS ON PLANS HE HAS FOR ESTABLISHING A PRC TRADE MAGAZINE DEDICATED TO TRADE PROMOTION BETWEEN CHINA AND THE UNITED STATES AND OTHER MAJOR TRADING COUNTRIES. LEE STATES HE HAS DISCUSSED THE CONCEPT OF SUCH A TRADE JOURNAL WITH SEVERAL PARTIES, INCLUDING FEI I-MIN, EDITOR OF TA KUNG PAO, MR. LI OF NCNA, MR. HUANG OF CHINA ADVERTISING COMPANY AND RECEIVED VERY ENCOURAGING RESPONSES.

2. LEE ENVISIONS MAGAZINE AS A BI-MONTLY, BI-LINGUAL PUBLIC- ATION THAT, WITH RESPECT TO US, WOULD FOCUS ON (1) ARTICES DIRECTED AT RESOLVING PROBLEMS THAT OCCUR IN US-CHINA TRADE, (2) DEFINING AND CLARIFYING CHINA AND US TRADE POLICIES, (3) CHINA AND US MARKET NEEDS AND EXPORTS CAPABILITIES AND (4) ANNOUNCEMENTS OF UPCOMING TRADE MISSIONS, EXHIBITIONS THROUGHOUT THE WORLD. THE PUBLICATIONS WOULD BE DISTRIBUTED INSIDE CHINA AND THROUGH- OUT THE WORLD ON A SUBSCRIPTION BASIS.

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3. LEE STATED THAT PRC AUTHORITIES DO NOT WANT AN IDEOLOGICAL TRADE PUBLICATIONS BUT ONE THAT IS PURELY TRADE- ORIENTED AND USEFUL TO BOTH CHINA AND PRIVATE TRADE AND MANUFACTURING INTRESESTS. PRC MATERIAL FOR THE PUBLICATIONS IS EXPECTED TO COME FROM CCPIT, THE NUMEROUS FOREIGN TRADE CORPORATIONS AND NCNA. AN UNSOURCED EDITORIAL FROM PEKING

WOULD ALSO PROVIDE PUBLICATIONS WITH AN AUTHORATIVE OVERVIEW OF CHINA'S CURRENT ECONOMIC PLANNING AND DIRECTION OF EXPORT/IMPORT POLICIES.

4. LEE CLAIMED THAT HIS COMPANY OPERATES INDEPENDENTLY OF TA KUNG PAO AND PRC. HIS COMPANY WOULD FINANCE PUBLICATIONS FROM ADVERTISING FEES RECEIVED FROM PRC AND PRIVATE INDUSTRY AND HE WOULD ASSERT NO EDITORIAL INFLUENCE ON MATERIALS RECEIVED FROM US SOURCES WITHOUT PRIOR KNOWLEDGE AND APPROVAL OF ANY CHANGES BY THE DESIGNATED US REPRESENTATIVE. LEE FEELS THAT PUBLICATION WOULD OFFER TIMELY STIMULUS TO PROMOTION OF US-CHINA TRADE RELATIONS AND BREAK NEW GROUNDS IN EXPOSING PROBLEM AREAS THAT HAVE PLAGUED BOTH SIDES IN PAST.

5. POST FINDS CONCEPT OF PUBLICATIONS INTRESTING AND FEELS THAT US PARTICIPATION IN PUBLICATIONS WOULD BE MUTUALLY BENEFICIAL IN FUTURE TRADE PROMOTION EFFORTS. US SIDE OF PUBLICATIONS HOWEVER, SHOULD BE PURSUED ON STEP-BY-STEP BASIS INSOFAR AS MECHANICS OF IMPLEMENTING SUCH AS PROJECT ARE STILL NOT CLEARLY DEFINED. LEE MENTIONED THAT NATIONAL COUNCIL WASHINGTON MIGHT WISH TO CONTRIBUTE RAW MATERIAL/PAST REPORTING WHICH COULD BE UPDATED, EDITED AND TRANS-LATED FOR USE IN THE PROPOSED MAGAZINE. WOULD APPRECIATE INITIAL RESPONSE TO THE CONCEPT OF ABOVE PROPOSAL AND WHETHER NATIONAL COUNCIL CHAIRMAN AMB. PHILLIPS WOULD BE INTRESTED IN PURSUING CONCEPT IN GREATER DETAIL.

6. PLS RESPOND BY CABLE.

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